

BROKE 10-YEAR PLEDGE ON X-MAS; ENDS HIS LIFE

Because he again started to drink after he had kept a pledge not to use liquor for more than ten years, Howard B. Rowland, Town Constable

of the Village of Patchogue, L. I., shot and killed himself in the home of a friend at No. 273 Dean Street, Brooklyn, this morning.

Winfield Gerodette, the owner of the house in which the shooting occurred, said Rowland came to him last Monday and told him that the jibing of friends had led him to break his pledge on Christmas Eve and he had been unable to stop drinking.

Tomorrow, January 6th

Clearance Coat Sale

Reduction of
\$20, \$25, \$30 and \$35
Fashionable Coats

\$15



THIS is the coat sale that you have been waiting for—the first big after-New Year offering of stunning, warm winter coats, cut to a fraction of their original valuations—to insure their clearance in one day.

Every coat is superbly tailored—styles are reflections of newest 1916 models. Colors include the complete range of the season's novelties.

These coats are characterized by dash, picture-sequeness and quality—skating coats with chin collars, long coats with the accepted flare and fur-trimmed coats.

Silk plushes, rich broadcloths, novelty mixtures, chevrons and corduroys—every correct material and every correct model. Sizes to fit every woman.

Alterations Continue Free
Sale at All Bedell Stores

Bedell

NEW YORK:
19 West 34th Street.
14 West 14th Street.

BROOKLYN:
460 Fulton Street.
NEWARK:
645 Broad Street.

R. H. Macy & Co.'s Attractions Are Their Low Prices

Macy's

Herald Square Broadway, 34th to 35th St.

Men's Clothing Sale Is On

As usual, the values are the talk of the town. Macy clothing sales are notable for unusual things—broad selection, fine merchandise and prices that baffle competition because this is the only big cash clothing proposition in New York. No "Special" purchase—every garment from Macy standard stocks.

Note the Values:

Suits and Overcoats	Suits and Overcoats	Suits and Overcoats
that were \$16.75 and \$18.50, Now	that were \$19.75 and \$22.50, Now	that were \$24.75 and \$27.50, Now
\$12.75	\$15.75	\$18.75
Suits and Overcoats	Suits and Overcoats	Suits and Overcoats
that were \$24.75 and \$29.75, Now	that were \$29.75 and \$32.50, Now	that were \$38.50 and \$54.75, Now
\$21.50	\$23.50	1/4 off



Macy's—Men's Clothes Store—Fifth Floor.

GRAND RAPIDS FURNITURE

CREDIT TERMS
\$3.00 Down on \$50.00
5.00 " " 75.00
7.50 " " 100.00
10.00 " " 150.00
15.00 " " 200.00
25.00 " " 300.00

FREE BRASS BED
With Every
Purchase
of \$75.
**100
A
WEEK
OPENS
AN
ACCOUNT**

APARTMENTS FURNISHED
COMPLETE FROM \$50 TO \$500
Open Monday & Saturday Evenings
104 ST. L. STATION AT CORNER

FISHER BROS
COLUMBUS AVE.
BET. 103 & 104 ST.

New Yorkers Have
Learned How to
Find Capital!

151,695
"Real Estate" "Business Opportunity" and "Financial" Ads.
were printed last year in

The World
66,005
More Than in the Herald!

It Is Plain That Such Advertisements as These Appeal Primarily to Persons With Money to Invest!

Apartment
are quickly rented through
advertisements published in the

Sunday World
Your advertisement will get
a greater circulation than the
combined city circulation of
the Herald and Times added
together.

Readers! Results! Reliability!

The exceptional value of these offerings cannot be over-estimated. Be sure to stop off at the sixth floor and take advantage of these special reductions. You won't go away disappointed.

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Macy's

Herald Square Broadway, 34th to 35th St.

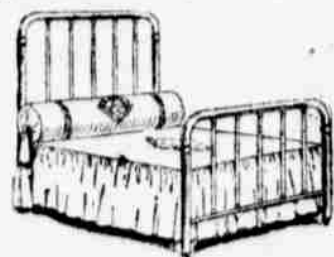
This sale of Beds, Couches, Springs and Mattresses emphasizes again the Macy policy of "Lowest-in-the-City" prices. Every item represented in this sale means a substantial saving to you.

Announcing Our January Sale of Beds, Couches, Springs, Mattresses

EXCEPT where a range of prices is given, all of the items mentioned below are "special." This sale is an annual affair, and a great deal of time has been spent in making the arrangements for it. A comparison of the Macy regular prices (which were the "Lowest-in-the-City") with the special prices will show the extent of the savings.

While all of the items are attractive, there is, one which merits particular attention, viz., the felt mattresses, which are a Macy product made on the premises.

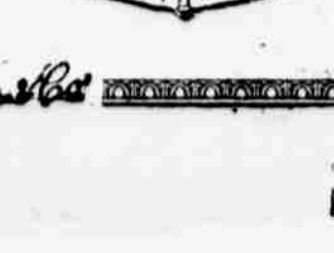
Brass Bed, as illustrated below, two-inch continuous posts with large hushes, and five 1-inch filling rods on head and foot board with T-ball ends; finished in bright or satin. In all sizes. Macy's usual price, \$15.74. Special at \$12.49



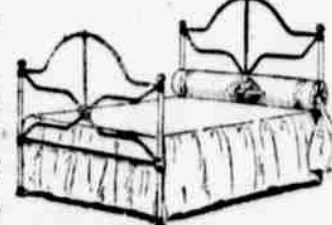
Cedar Lined Box Couch, open construction and upholstered with best grade of tempered steel springs. Finely tufted and covered in figured denim. Macy's usual price, \$18.24. Special at \$16.74



Brass Bed, as illustrated below, two-inch continuous posts with seven 1/2-inch filling rods on head and foot. Large top ornaments on each filling rod. Bright or satin finish. In all sizes. Macy's usual price, \$23.67. Special, \$19.24



Woven Wire Spring
strongly constructed and comfortable, in 3 ft. size only. Macy's usual price, \$1.89. Special at \$1.49



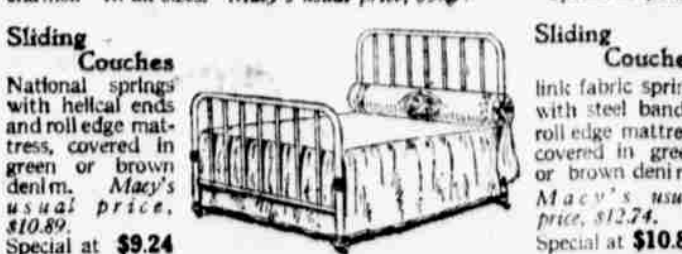
Excelsior Soft Top Mattress
covered in a striped ticking, in 3 ft. size only. Macy's usual price, \$2.24. Special at \$1.89

White Enamel Bed, as illustrated, \$1.89. Macy's usual price, \$2.49. 1 1/2-in. posts with brass caps and 5-16 inch filling rods; in 3 ft. size only; well constructed. Hard baked-on white enamel.

Brass Beds, ranging in price from \$7.49 to \$22.75
White Enamel Beds, ranging in price from \$1.89 to \$14.24

Wit Edge Spring, woven wire, steel bands, Wit edge supports at sides prevent mattress from slipping. In all sizes. Macy's usual price, \$7.24. Special at \$6.24

White Enamel Bed, as illustrated below, has 5-16 inch continuous posts with seven 1/2-inch filling rods. Finest construction. Head board, 44 in.; foot board, 36 in.; finished in hard baked-on white enamel. In all sizes. Macy's usual price, \$5.67. Special at \$4.89



Sliding Couches
National springs with helical ends and roll edge mattress, covered in green or brown denim. Macy's usual price, \$10.89. Special at \$9.24

Black Hair Mattress, covered in a good quality of A. C. A. ticking, finely stitched and tufted, filled with fine grade of black hair. Full size, \$11.24. Smaller sizes proportionately less.

Mixed Black Hair Mattress, finely stitched and tufted in good quality of A. C. A. ticking. Special price, \$12.65 for the full size. Smaller sizes are proportionately less.

Felt Mattresses, ranging in price from \$7.22 to \$15.38 for full size; smaller sizes are proportionately less.

Macy's—Sixth Floor.

Although cotton has advanced in price and is still advancing, there has been no advance in the Macy price for mattresses advertised in this sale.

Brass Bed, as illustrated below, two-inch posts with large T-ball corner, panel effect, with five 2-inch filling rods, in either satin or bright finish. All sizes. Macy's usual price, \$21.24. Special, \$18.49



Shelf Box Spring, finely constructed and covered in a durable A. C. A. ticking. Upholstered with the best grade of tempered steel springs. Macy's usual price, \$9.24. Special at \$8.74

White Enamel Bed, as illustrated below, 1 1/2-inch posts, panel effect. Five 5-16 inch filling rods, finished in hard baked-on white enamel. Finely constructed. In all sizes. Macy's usual price, \$3.96. Special at \$2.96



Use the
Escalators
for Time Saving
and
Comfort

R. H. Macy & Co.'s Attractions Are Their Low Prices

Macy's

Herald Square Broadway, 34th to 35th St.

Dine in
the Macy
Restaurant
on the
Eighth Floor

Continuation of Our Annual Fur Sale

THE Macy Fur Sale has become a New York institution. Its popularity is due to the excellence of the furs plus "Lowest-in-the-City" prices. The following figures represent exceptional savings considering fur conditions today:

Women's Fine Fur Coats

Hudson Seal Coats (trimmed)	Regularly	Sale Price	Hudson Seal Coats (trimmed)	Regularly	Sale Price
Hudson Seal Coats (trimmed)	\$124.00	\$75.75	Baby Caracul Coats, (trimmed)	\$359.00	\$239.00
Hudson Seal Coats (trimmed)	\$149.00	\$98.75	Baby Caracul Coats, (trimmed)	\$124.00	\$82.75
Hudson Seal Coats (trimmed)	\$189.00	\$124.00	Baby Caracul Coats, (trimmed)	\$189.00	\$124.00
Hudson Seal Coats (trimmed)	\$224.00	\$149.00	Baby Caracul Coats, (trimmed)	\$249.00	\$164.00
Hudson Seal Coats (trimmed)	\$264.00	\$174.00	Scotch Mole Coats, (trimmed)	\$264.00	\$174.00
Hudson Seal Coats (trimmed)	\$314.00	\$209.00	Persian Lamb Coats, (trimmed)	\$296.00	\$189.00

Scarfs and Muffs in Various Furs

Black Fox Scarfs	Regularly	Sale Price	Natural Black Muskrat Scarfs	Regularly	Sale Price	Hudson Seal Muffs (dyed muskrat)	Regularly	Sale Price
Black Fox Scarfs	\$15.74	\$10.49	Natural Black Muskrat Scarfs	\$16.74	\$10.74	Hudson Seal Muffs (dyed muskrat)	\$22.74	\$14.74
Black Fox Scarfs	\$21.74	\$14.49	Beaver Scarfs	\$21.74	\$14.49	Black Lynx Muffs	\$44.75	\$29.75
Black Fox Scarfs	\$29.75	\$19.74	Skunk Scarfs	\$29.75	\$19.74	Dyed Lynx Muffs	\$44.75	\$29.75
Silvered Fox Scarfs	\$44.75	\$29.75	Skunk Scarfs	\$44.75	\$29.75	Kolinsky Muffs	\$59.75	\$39.75
Blue Dyed Fox Scarfs	\$44.75	\$29.75	Ermine Scarfs	\$39.75	\$24.74	Krimmer Muffs	\$22.74	\$14.74
Slate Dyed Fox Scarfs	\$59.75	\$39.75	Black Fox Muffs	\$18.74	\$12.49	Natural Mink Muffs	\$47.75	\$31.75
Hudson Seal Scarfs (dyed muskrat)	\$15.74	\$10.49	Black Fox Muffs	\$29.75	\$19.74	Natural Black Muskrat Muffs	\$27.75	\$18.49
Blk. Lynx Scarfs	\$24.74	\$16.49	Red Fox Muffs	\$39.75	\$24.74	Natural Black Muskrat Muffs	\$33.75	\$22.49
Kolinsky Scarfs	\$32.75	\$22.49	Taupe Fox Muffs	\$44.75	\$29.75	Beaver Muffs	\$42.75	\$27.49
Krimmer Scarfs	\$18.74	\$12.49	Silvered Fox Muffs	\$55.75	\$37.49	Skunk Muffs	\$48.75	\$32.49
Nat'l Mink Scarfs	\$47.75	\$31.75	Blue Dyed Fox Muffs	\$44.75	\$27.75	Skunk Muffs	\$39.75	\$24.74
Natural Black Muskrat Scarfs	\$12.74	\$7.94	Slate Dyed Fox Muffs	\$59.75	\$39.75			

Perfectly matched Fur Sets in Cub Bear, Natural Red Fox, Cinnamon Bear, Natural Cross Fox, Silver Fox, and Natural Blue Fox Sets, ranging in price from \$19.74 up to \$249.00.
Macy's—Third Floor.

Chinese Hand Made Rugs

WHEN an importer of Chinese Rugs moved from one warehouse to another he decided to sell every Chinese rug he had on hand. While in this frame of mind, we made him a cash offer about 25% under the usual import prices of the rugs. He accepted the offer and the rugs are now in the Macy Oriental Bazaar, marked pretty close to the actual import cost.

Specimen sizes and prices are as follows:

4.3 x 2.6	\$22.48	12.0 x 10.0	\$84.50
4.1 x 2.1	\$22.48	11.9 x 5.0	\$48.50
9.8 x 3.8	\$24.48	8.0 x 5.0	\$82.50
6.0 x 3.0	\$18.89	12.0 x 10.0	\$88.50
6.0 x 3.0	\$27.89	10.0 x 7.0	\$87.50
10.0 x 2.6	\$37.50	12.0 x 9.0	\$94.50
12.0 x 2.6	\$42.50	13.4 x 11.9	\$116.00
15.0 x 2.6	\$49.50	12.0 x 12.0	\$148.00
7.0 x 4.0	\$37.50	14.0 x 12.0	\$162.00
9.0 x 7.0	\$57.50	16.0 x 10.0	\$162.00
9.0 x 6.0	\$72.50		

The collection includes all of the beautiful colorings and quaint designs to be found in the choicest of Chinese rugs. In the assortment are Pekin and Tien-Tsin Rugs, the weaves of which may be described adequately only by recourse to terms which seem foreign to woven fabrics. So artistically have the colors been separated that the designs stand out with a sculptured, carved, embossed or chiseled effect. These rugs range in price from \$26.25 to \$97.40.

Experts who have gone over the collection pronounce it the most beautiful in New York. It appeals particularly to people of discriminating taste.

Macy's—Fourth Floor.

Black Dress Silks Offer Unusual Economies

SILKS have advance in price—and were we to buy the same qualities today as are offered in this sale, the prices would be far in advance of our present quotations.

Black Dress Taffeta (yard). 94c
Macy's Usual Price \$1.19
Excellent quality; 40 inches.

Black Satin Duchesse (yd.), 89c
Macy's Usual Price \$1.19
Good quality; 35 in. wide.

Black Silk Faille (yd.), \$1.19
Macy's Usual Price \$1.39
Excellent quality; 36 in.

Black Satin Majestic (yd.), 89c
Macy's Usual Price \$1.09
Excellent quality; 40 in.

Black "Marchioness" Dress Satin (yd.), \$1.19
Macy's Usual Price \$1.49
36 inches wide; made expressly for us.

Imported Black Dress Taffeta, 35 in. wide (yd.), \$1.19
Macy's Usual Price \$1.49
Very fine quality; made by C. J. Bonnet et Cie.

Imported Black Dress Satin, 38 in. wide (yd.), \$1.49
Macy's Usual Price \$1.98
Made in Italy; superior quality and weight.

Black Satin Charmeuse, (yard) \$1.98
Macy's Usual Price \$2.97
54 inches wide. Superior quality, excellent weight and finish.

Black Crepe Meteor (yd.), \$1.29
Macy's Usual Price \$1.49
Good quality; 40 in. wide

Black Dress Taffeta (yd.), 79c
Macy's Usual Price 89c
Good quality; 35 in. wide

Big Demand for Greatest of Ready-Reference Books!

World Almanac for 1916 NOW ON SALE!

1,000 Crowded Pages!
25,000 Facts and Figures!
Edition, 210,000!

25c A COPY at New York City Newsstands!

West of Buffalo and Pittsburgh, 30c; By Mail, 35c;
Cloth Bound, 50c; By Mail, 60c.

L. JONAS & CO., Inc.,
BOOKSELLERS AND NEWSDEALERS,
Woolworth Building,
New York City, Jan. 3, 1916.

World Almanac, New York World Publishers:
This may be of interest to your readers.
We placed twenty-five (25) copies of The World Almanac for 1916 on sale at the Woolworth Building Tower, where we have a souvenir stand on the fifty-fourth floor, and same were sold within an hour's time—from 9 to 10 o'clock A. M.

Yours truly,
L. JONAS & CO.

The Book That Settles All Arguments at a Moment's Notice!

